



## **RFP for CONTRACTOR “GROUPS SALES” SPECIALIST**

**Department: Sales and Marketing**

**Reports To: Executive Director**

**Matrixes: Tourism Marketing Development Plan**

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### **Responsibilities:**

The “Group Sales” Specialist is accountable for revenue generation and creating demand with specific focus on Corporate and Leisure meetings and retreat segments. Key measurements will be achievements of expected goals, activities and overall revenue of group sales booked.

### **Competencies Required:**

- Exceptional interpersonal skills
- Strong relationship building
- Proven ability to “close the sale”
- Excellent organizational and reporting skills
- Flexibility & patience
- Excellent verbal, listening and written communication skills
- Team player
- Passionate about Osoyoos

### **Specific Skills:**

- Development of a Sales strategy and action plan
- Minimum of 2 years in Group Sales specific experience
- Identifying market trends, revenue opportunities and implementing strategies to maximize them
- Uphold the Brand, Osoyoos Canada’s Warmest Welcome and positioning of our stakeholders
- ROI as it pertains to initiatives and strategies



- Handles select account management responsibilities for key market segments
- Attend industry events/tradeshows as determined by the plan and Executive Director and take an active role in representing Osoyoos, regionally and provincially to generate new sales leads and maintain current relationships within the assigned market
- Monthly activity, actions and outcomes meeting with the Executive Director
- Monthly/Quarterly reporting
- Data Base management
- Take responsibilities for other duties as assigned
- Ensure on time and on budget
- Close the Sale – results oriented
- Follow-up for client satisfaction and future sales

Please include re-numeration expectations, plan proposal to deliver Group bookings and hours you will dedicate to this role per month.

Please send resume/portfolio with examples of proven sales results via email to [jknight@destinationosoyoos.com](mailto:jknight@destinationosoyoos.com) by January 20.2012 Interviews will be held week of January 23. 2012. Position will commence on February 01. 2012.

Please note only those who are selected for an interview will be contacted. Thank you in advance.